51.     A system as claimed in claim 50 wherein the neural network is trained on data including the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

52.     A neural network training system comprising:

a memory in which is maintained an interaction database of interaction data representing interactions between customers and merchants;

a retrieval device arranged to retrieve from the interaction database data representing interactions between customers and merchants;

a neural network arranged to receive input data representing the data retrieved from the interaction database and to output prediction data representing interaction data predicted by the neural network; and

a training device arranged to compare the data retrieved from the interaction database and the prediction data and to adjust the neural network based on the comparison.

53.     A neural network training system as claimed in claim 52 wherein the interaction data includes the date and/or time of the interaction, the neural network further arranged to receive as input the date and/or time of interactions between customers and merchants.

54.     A neural network training system as claimed in claim 52 wherein one or more merchants operates from one or more commercial premises, the interaction data includes a monetary value of the interaction and wherein the neural network is further arranged to receive as input the monetary value of the interaction.

55.     A neural network training system as claimed in claim 54 wherein the merchant operates a casino or gaming venue comprising one or more gaming machines, each gaming machine having a machine identifier.

56.     A neural network training system as claimed in claim 55 wherein the interaction data includes a machine identifier for each interaction, the neural network further arranged to receive as input the machine identifier for interactions between customers and merchants.

57.     A neural network training system as claimed in claim 55 wherein each gaming machine has a spatial position, the interaction data includes the spatial position of the machine involved in the interaction and wherein the neural network is further arranged to receive as input the spatial position of the machine involved in the interaction.

58.     A neural network training system as claimed in claim 57 wherein the neural network is arranged to receive as input the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

59.     An interaction prediction computer program comprising:

        a neural network maintained in a memory, the neural network trained on data retrieved from an interaction database of interaction data representing interactions between customers and merchants;

        a retrieval device arranged to activate the neural network and to retrieve prediction data representing future interactions between customers and merchants; and

        a display arranged to display a representation of the prediction data.

60.     A computer program as claimed in claim 59 wherein the interaction data includes the date and/or time of the interaction and wherein the neural network is trained on data including the date and/or time of the interaction.

61.     A computer program as claimed in claim 59 wherein one or more of the merchants operate from one or more commercial premises, the interaction data includes a monetary value of the interaction and wherein the neural network is trained on data including the monetary value of the interaction.

62.     A computer program as claimed in claim 61 wherein one or more of the merchants operates a casino or gaming venue comprising one or more gaming machines, each gaming machine having a machine identifier.

63.     A computer program as claimed in claim 62 wherein the interaction data includes a machine identifier for each interaction and wherein the neural network is trained on data including the machine identifier for interactions between customers and merchants.

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64.     A computer progr●s claimed in claim 62 wherein each ga●g machine has a spatial position, the interaction data includes the spatial position of the machine involved in the interaction and wherein the neural network is trained on data including the spatial position of the machine involved in the interaction.

65.     A computer program as claimed in claim 64 wherein the neural network is trained on data including the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

66.     A computer program as claimed in claim 59 embodied on a computer readable medium.

67.     A neural network training computer program comprising:

an interaction database of interaction data representing interactions between customers and merchants maintained in a memory;

a retrieval device arranged to retrieve from the interaction database data representing interactions between customers and merchants;

a neural network maintained in a memory, the neural network arranged to receive input data representing the data retrieved from the interaction database and to output prediction data representing interaction data predicted by the neural network; and

a training device arranged to compare the data retrieved from the interaction database and the prediction data and to adjust the neural network based on the comparison.

68.     A computer program as claimed in claim 67 wherein the interaction data includes the date and/or time of the interaction, the neural network further arranged to receive as input the date and/or time of interactions between customers and merchants.

69.     A computer program as claimed in claim 67 wherein one or more merchants operates from one or more commercial premises, the interaction data includes the monetary value of the interaction and wherein the neural network is trained on data including the monetary value of the interaction.

70.     A computer program as claimed in claim 69 wherein the merchant operates a casino or gaming venue comprising one or more gaming machines, each gaming machine having a machine identifier.

71.     A computer program claimed in claim 70 wherein the interaction data includes a machine identifier for each interaction, the neural network further arranged to receive as input the machine identifier for interactions between customers and merchants.

72.     A computer program as claimed in claimed in claim 70 wherein each gaming machine has a spatial position, the interaction data includes the spatial position of the machine involved in the interaction and wherein the neural network is further arranged to receive as input the spatial position of the machine involved in the interaction.

73.     A computer program as claimed in claim 72 wherein the neural network is arranged to receive as input the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

74.     A computer program as claimed in claim 67 embodied on a computer readable medium.

75.     A method of predicting interactions between customers and merchants, the method comprising the steps of:

    maintaining in a memory a neural network trained on data retrieved from an interaction database of interaction data representing interactions between customers and merchants;

    activating the neural network;

    retrieving prediction data representing future interactions between customers and merchants from the neural network; and

    displaying a representation of the prediction data.

76.     A method as claimed in claim 75 wherein the interaction data includes the date and/or time of the interaction and wherein the neural network is trained on data including the date and/or time of the interaction.

77.     A method as claimed in claim 75 wherein one or more of the merchants operate from one or more commercial premises, the interaction data includes the monetary value of the interaction and wherein the neural network is trained on data including the monetary value of the interaction.

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78. A method as claimed claim 77 wherein one or more of the merchants operates a casino or gaming venue comprising one or more gaming machines, each gaming machine having a machine identifier.

79. A method as claimed in claim 78 wherein the interaction data includes a machine identifier for each interaction and wherein the neural network is trained on data including the machine identifier for interactions between customers and merchants.

80. A method as claimed in claim 78 wherein each gaming machine has a spatial position, the interaction data includes the spatial position of the machine involved in the interaction and wherein the neural network is trained on data including the spatial position of the machine involved in the interaction.

81. A method as claimed in claim 80 wherein the neural network is trained on data including the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

82. A method of training a neural network comprising the steps of:

maintaining in a memory an interaction database of interaction data representing interactions between customers and merchants;

retrieving from the interaction database data representing interactions between customers and merchants;

arranging a neural network to receive input data representing the data retrieved from the interaction database and to output prediction data representing interaction data predicted by the neural network; and

comparing the data retrieved from the interaction database and the prediction data and adjusting the neural network based on the comparison.

83. A method of training a neural network as claimed in claim 82 wherein the interaction data includes the date and/or time of the interaction, the method comprising the step of arranging the neural network to receive as input the date and/or time of interactions between customers and merchants.

84. A method of training a neural network as claimed in claim 82 wherein one or more merchants operates from one or more commercial premises and the interaction data includes the monetary value of the interaction, the method further comprising the step of arranging the neural network to receive as input the monetary value of the interaction.

85. A method of training a neural network as claimed in claim 84 wherein the merchant operates a casino or gaming venue comprising one or more gaming machines, each gaming machine having a machine identifier.

86. A method of training a neural network as claimed in claim 85 wherein the interaction data includes a machine identifier for each interaction, the method further comprising the step of arranging the neural network to receive as input the machine identifier for interactions between customers and merchants.

87. A method of training a neural network as claimed in claimed in claim 85 wherein each gaming machine has a spatial position and the interaction data includes the spatial position of the machine involved in the interaction, the method further comprising the step of arranging the neural network to receive as input the spatial position of the machine involved in the interaction.

88. A method of training a neural network as claimed in claim 87 further comprising the step of arranging the neural network to receive as input the machine identifier and/or spatial position of machines neighbouring each machine involved in interactions between customers and merchants.

89. A neural network trained by the method as claimed in claim 82.